

Creation of the First “Health and Wellness Tourism Chair” in Latin America and Caribbean and the new International Magazine “Wellness Destiny”

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The FEMTEC further reinforces its important role of international professional training and updated information through its actions in Latin America and the Caribbean with the creation in Cuba of the first "Health and Wellness Tourism Chair" of the region and with the new Magazine International "Wellness Destiny" in collaboration with the company Solymed. Digital magazine edited by professional journalists, in English and Spanish, where the novel and updated disclosure has all the ingredients to mix action with pleasure and communicate spaces where beauty, health and quality of life are the hosts.

The Chair of Health and Wellness Tourism will be the only one of these characteristics existing in America and the Caribbean and is created with strong institutional and professional support with the aim of contributing to the study and development in these sectors with training and scientific programs and new methods of activities and new business innovation tools. Professionals with recognized international experience in Medical Hydrology, Health Tourism, Physical Medicine and Rehabilitation, Welfare, Economy, Organization and Management of services, Marketing and other related specialties will participate in the "Chair of Health and Wellness Tourism" fruit of an important scientific-technical collaboration between the Ministry of Public Health, the University of Medical Sciences of Havana, National Direction of Physical Medicine and Rehabilitation, the Cuban Society of Medical Hydrology and the FEMTEC. The scope of action of the Chair is international and includes teaching activities, research, occupational training, postgraduate studies, dissemination, business opportunities, business innovation, projection and promotion, international collaborations, new challenges and future perspectives related to these new segments of the generating market of various specialized alternatives, wealth, employment and that complements and enhances conventional tourism products. The updated and professional information through the digital magazine Wellness Destiny and the international training activities, propose the training of the sector at a regional level, from an area known for its uncontaminated

beaches, nature, enviable climate, historical and cultural heritage, thermal waters, good health system and high professional level recognized worldwide, to consolidate as a reference in health tourism and quality wellness destination.